

**WPTV**

## ORDER

Print Date 10/11/12

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**Flight Dates 10/09/12-10/15/12**

**Contract / Revision**                      **314179**     /

Original Date / Revision

10/08/12	10/10/12
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Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

## Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

**Obama for America**

Agency Com      15%

### Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region NAT

Agency Ref 2

Order Sep      00:20:00

Estimate #                      **2002**

Alt Order #

<u>Billing Type</u>	Cash
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<u>Order Type</u>	GENERAL
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<u>Billing Cycle</u>	EOM/EOC
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Billing Calendar BROADCAST

Demographic A35+

Rev Codes	POL	POL	CAND
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Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
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Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	63	\$45,432.50	\$53,450.00	0.00
Totals	63	\$45,432.50	\$53,450.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	63	\$45,432.50	\$53,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/12/12	10/12/12	Friday Prime A grimm	CM	8-9p	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	----F--			1		\$650.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	10/09/12-10/15/12	Friday Prime A				8-9p	-----F----	:30	<del>(\$650.00)</del>	0.00	NM			
See MG 1.2															
2	NPTV	10/12/12-10/12/12	Friday Prime A				8-9p	-----F----	:30	\$650.00	0.00	NM			
Ⓜ MG for 1.1 10/12															
[MG per ms into same time period program change to The Voice]															



**WPTV**

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Contract / Revision    **314179**    Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision    10/08/12/    10/10/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **Obama for America**

Estimate #    **2002**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WPTV	10/14/12	10/14/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$900.00		0.00			
N 3	WPTV	10/09/12	10/15/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-TWTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--					2	\$600.00		0.00			
N 4	WPTV	10/14/12	10/14/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$1,000.00		0.00			
N 5	WPTV	10/09/12	10/15/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$225.00		0.00			
N 6	WPTV	10/14/12	10/14/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$3,500.00		0.00			
N 7	WPTV	10/10/12	10/10/12	Wednesday Prime C chicago fire	CM	10-11p	--W----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--W----					1	\$1,250.00		0.00			
N 8	WPTV	10/10/12	10/10/12	Wednesday Prime A animal pract/guys...kids	CM	8-9p	--W----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--W----					1	\$750.00		0.00			
N 9	WPTV	10/15/12	10/15/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$2,150.00	FX	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$2,150.00		0.00			
N 11	WPTV	10/09/12	10/15/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$900.00		0.00			
N 12	WPTV	10/14/12	10/14/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$850.00		0.00			
N 13	WPTV	10/13/12	10/13/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$850.00		0.00			
N 14	WPTV	10/09/12	10/15/12	M-F 630-7p M-F 630-7p	CM	630-7p	-TWTF--	:30	2	\$2,150.00	P-1	0.00	NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--					2	\$2,150.00		0.00			
N 15	WPTV	10/09/12	10/15/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision    **314179**    Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision    10/08/12/    10/10/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **Obama for America**

Estimate #    **2002**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	10/09/12	10/15/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$1,800.00		0.00			
N 16	WPTV	10/09/12	10/15/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$1,600.00		0.00			
N 17	WPTV	10/09/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$1,600.00		0.00			
N 18	WPTV	10/09/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$275.00		0.00			
N 19	WPTV	10/09/12	10/15/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$100.00		0.00			
N 20	WPTV	10/09/12	10/15/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$100.00		0.00			
N 21	WPTV	10/09/12	10/15/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	3	\$135.00	P-3	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$135.00		0.00			
N 22	WPTV	10/09/12	10/15/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$135.00		0.00			
N 23	WPTV	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	-TWTF--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--					2	\$300.00		0.00			
N 24	WPTV	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	-TWTF--	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--					2	\$650.00		0.00			
N 25	WPTV	10/14/12	10/14/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$425.00		0.00			
N 26	WPTV	10/13/12	10/13/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$425.00		0.00			
N 27	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WPTV**

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Contract / Revision    **314179**    Flight Dates **10/09/12-10/15/12**

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Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **Obama for America**

Estimate #    **2002**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$725.00		0.00			
N28	WPTV	10/09/12	10/15/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					5	\$1,500.00		0.00			
N29	WPTV	10/09/12	10/15/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	5	\$1,250.00	FX	0.00	NM	5	\$6,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					5	\$1,250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NPTV	10/09/12-10/15/12	M-F 6-7a		6-7a	MTWThF----	:30		\$1,200.00		0.00	NM		
	3	NPTV	10/09/12-10/15/12	M-F 6-7a		6-7a	MTWThF----	:30		\$1,200.00		0.00	NM		
	4	NPTV	10/09/12-10/15/12	M-F 6-7a		6-7a	MTWThF----	:30		\$1,200.00		0.00	NM		
	5	NPTV	10/09/12-10/15/12	M-F 6-7a		6-7a	MTWThF----	:30		\$1,200.00		0.00	NM		
N30	WPTV	10/09/12	10/15/12	M-F 5-6a M-F 5-6a	CM	5-6a	-TWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--					5	\$200.00		0.00			
N31	WPTV	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$150.00		0.00			
N32	WPTV	10/09/12	10/15/12	M-F 5-6a M-F 5-6a	CM	5-6a	M-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$165.00		0.00			
N33	WPTV	10/15/12	10/15/12	M-F 430-5a M-F 430-5a	CM	430-5a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$60.00		0.00			
Totals														63	\$53,450.00